F.T.C. WARNING ROTATION REQUIREMENTS FOR BASIC AD SLICKS

Basic

SELECTING THE CORRECT SURGEON GENERAL'S WARNING STATEMENT AND "TAR" AND NICOTINE DISCLOSURE

Federal law requires that all cigarette advertisements carry a Surgeon General's Warning (usually referred to as a "warning box") and a "tar" and nicotine disclosure.

The law covers the size of the warning box and "tar" and nicotine disclosure, as well as the statements inside the warning box.

There are four different statements that appear inside the warning box. For each cigarette brand, they rotate on a predetermined quarterly schedule. The Approved Quarterly Calendar Rotation Schedule for the Basic brand is shown here.

Two different size warning statements have been provided. These warning statements cannot be altered, omitted, or used in any way other than that specified. The horizontal statement must be used in layouts 1, 2, and 3. The vertical statement must be used in layout 4 only.

If you have any questions regarding use of warning boxes, please contact your Philip Morris sales representative.

Approved Quarterly Calendar Rotation Schedule for Basic Only

Date ad is scheduled to run **JANUARY 1 THROUGH MARCH 31,** use this warning statement:	SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
Date ad is scheduled to run **APRIL 1 THROUGH JUNE 30,** use this warning statement:	SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
Date ad is scheduled to run **JULY 1 THROUGH SEPTEMBER 30,** use this warning statement:	SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
Date ad is scheduled to run **OCTOBER 1 THROUGH DECEMBER 31,** use this warning statement:	SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

SELECTING THE CORRECT SIZES

The law also specifies the sizes at which the warnings and disclosures must appear. Sizes are determined by measuring the overall size of the cigarette advertising to be run.

The warning boxes and "tar" and nicotine disclosure statements included in this package can be used for ads measuring up to 36 square inches in total area. The area is determined by multiplying the height of the ad by the width.

If you wish to run a larger ad, please contact your Philip Morris sales representative for additional sizes of warning boxes.

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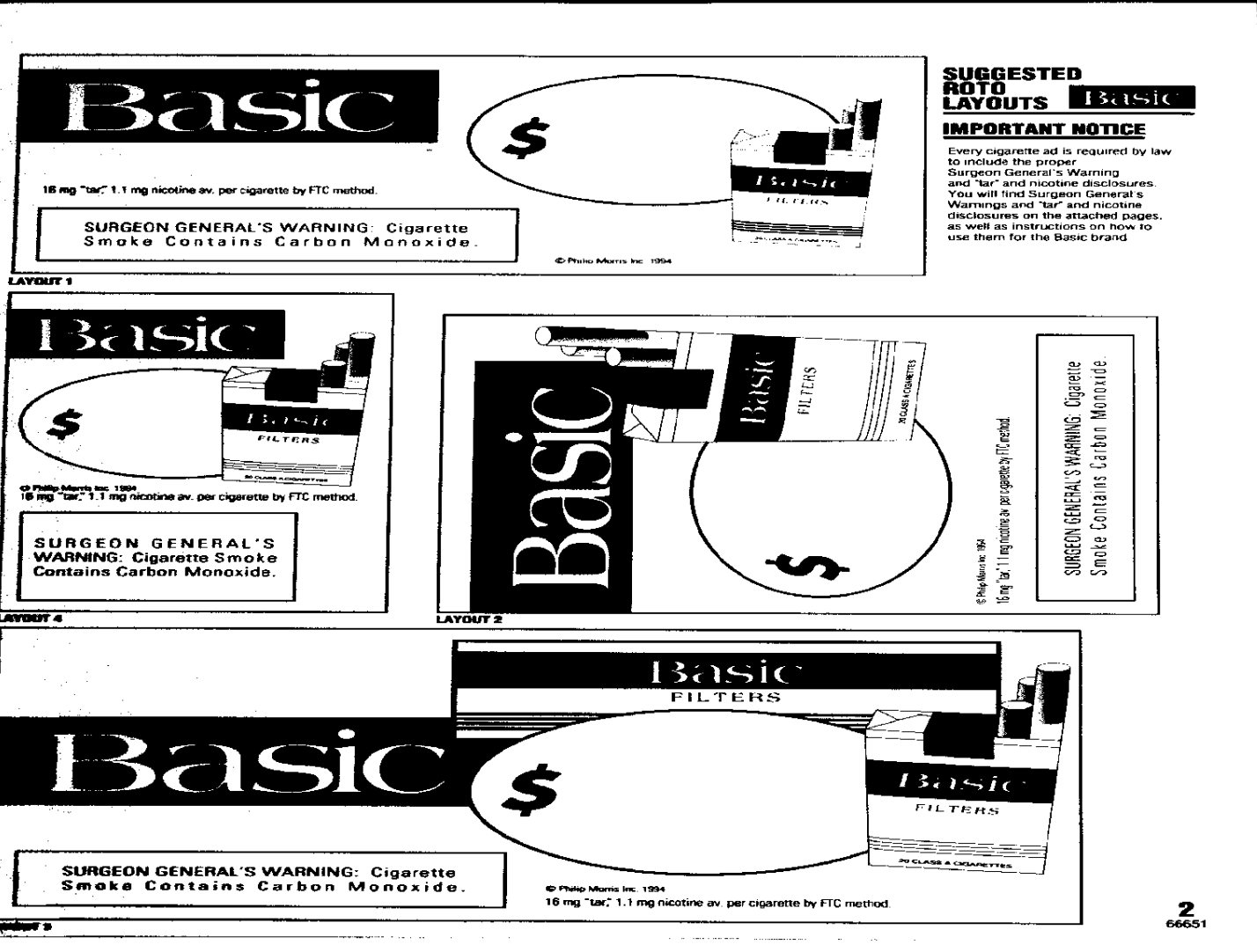
Source: https://www.industrydocuments.ucsf.edu/docs/shyn0003



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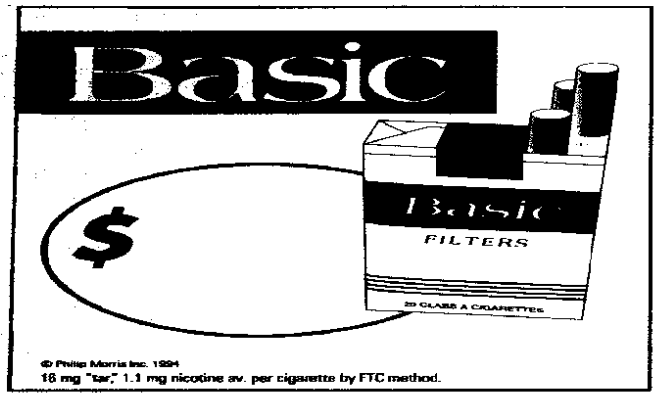
http://www.industrydocuments.ucsf.edu/docs/shyn0003

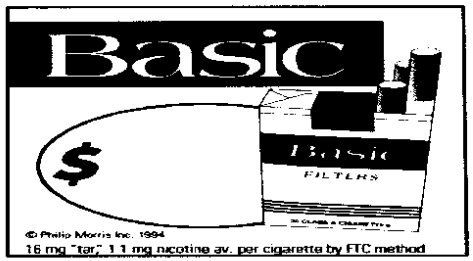
SUGGESTED IN-STORE FLYER LAYOUTS

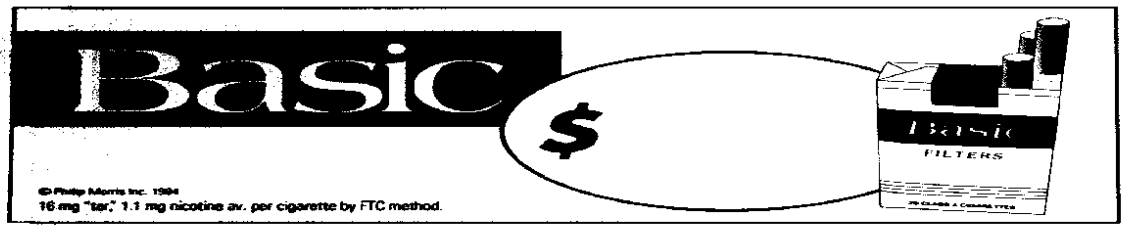
Basic

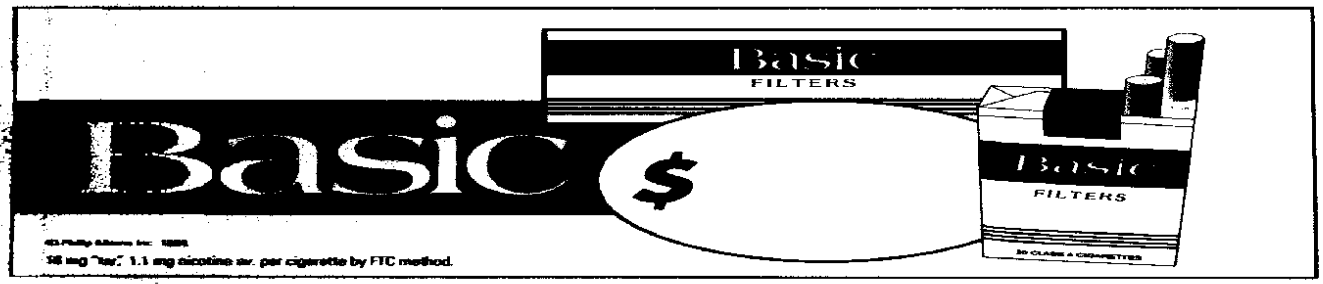
IMPORTANT NOTICE

Every cigarette ad is required by law to include the proper Surgeon General's Warning and "tar" and nicotine disclosures. No Surgeon General's Warning Box statements are required for the flyer sizes shown below. It must be distributed at retail only.









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Source: https://www.industrydocuments.ucsf.edu/docs/shyn0003

CLIP ART

Basic

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0123456789$¢.

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Source: https://www.industrydocuments.ucsf.edu/docs/shyn0003

Source: https://www.industrydocuments.ucsf.edu/docs/shyn0003

CLIP ART Basic

Basic	Basic	Basic			
Basic	Basic	Basic			
Basic	Basic	Basic			
Basic	Basic	Basic			
Basic	Basic	Basic			

Special Offer	Mfr. Promo	+ Tax	Special Offer	Mfr. Promo	+ Tax
Special Offer	Mfr. Promo	+ Tax	Special Offer	Mfr. Promo	+ Tax
Special Offer	Mfr. Promo	+ Tax	Special Offer	Mfr. Promo	+ Tax
Special Offer	Mfr. Promo	+ Tax	Special Offer	Mfr. Promo	+ Tax
Special Offer	Mfr. Promo	+ Tax	Special Offer	Mfr. Promo	+ Tax

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Basic

CLIP ART

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Source: https://www.industrydocuments.ucsf.edu/docs/shyn0003

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CLIP ART

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Source: https://www.industrydocuments.ucsf.edu/docs/shyn0003

Source: https://www.industrydocuments.ucsf.edu/docs/shyn0003

SURGEON GENERAL'S WARNING BOX CLIP ART

Basic

IMPORTANT NOTICE

The Surgeon General's Warnings and "tar" nicotine disclosures can be used for cigarette ads measuring up to 36 square inches in total area. The area is determined by multiplying the height of the ad by the width. If you are planning larger ads, please contact your Philip Morris sales representative for the correct size warnings and disclosures.

Date ad is scheduled to run
JANUARY 1 THROUGH MARCH 31,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health

Date ad is scheduled to run
APRIL 1 THROUGH JUNE 30,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight

Date ad is scheduled to run
JULY 1 THROUGH SEPTEMBER 30,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide

Date ad is scheduled to run
OCTOBER 1 THROUGH DECEMBER 31,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy

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